CLAIMS

We claim:

1. A method comprising:
monitoring a computer user's context;
receiving one or more messages; and
filtering the messages based on the computer user's context.

2. A method as recited in claim 1, wherein the messages comprise unsolicited advertisements.

3. A method as recited in claim 1, wherein the monitoring comprises at least one of:
monitoring a physical environment of the computer user;
monitoring a computing environment of the computer user;
monitoring a mental environment of the computer user; and
monitoring a data environment of the computer user.

4. A method as recited in claim 1, wherein the filtering comprises comparing contents of the message to filter criteria.

5. A method as recited in claim 1, wherein the messages contain metadata provided by a source of the messages, and the filtering comprises comparing the metadata to filter criteria.

6. A method as recited in claim 1, wherein the filtering comprises:
parsing the messages to produce metadata; and
comparing the metadata to filter criteria.

7. A method as recited in claim 1, wherein the filtering comprises evaluating the messages against a composite of multiple filters.

8. A method as recited in claim 1, wherein the filtering comprises evaluating the messages against a set of one or more filters, further comprising changing the set of one or more filters in response to changes in the computer user's context.

9. A method as recited in claim 1, wherein an acceptable message survives the filtering, further comprising presenting the acceptable message to the computer user.

10. A method as recited in claim 1, wherein an acceptable message survives the filtering, further comprising storing the acceptable message for delayed presentation to the computer user.

11. A method as recited in claim 1, wherein an acceptable message survives the filtering, further comprising evaluating whether to present the acceptable message to the computer user.

12. A method as recited in claim 1, wherein an acceptable message survives the filtering, further comprising evaluating, based on the user's context, whether to present the acceptable message to the computer user.

13. A method comprising:

receiving a message at a computing device; and

selecting, based on a context of a user of the computing device, a set of one or more filters to apply to the message.

14. A method as recited in claim 13, further comprising selecting a different set of one or more filters in response to changes in the user's context.

15. A method as recited in claim 13, further comprising filtering the message using the set of one or more filters.

16. A method as recited in claim 15, wherein the message survives the set of one or more filters, further comprising presenting the message to the user.

17. A method as recited in claim 15, wherein the message survives the set of one or more filters, further comprising storing the message for delayed presentation to the user.

18. A method as recited in claim 15, wherein the message survives the set of one or more filters, further comprising evaluating, based on the user's context, whether to present the message to the user.

19. A method comprising:

monitoring a context of a user of a computing device;

receiving multiple unsolicited messages at the computing device;

selecting, based on the user's context, a set of one or more filters to apply to the messages;

filtering the messages using the set of filters to selectively block certain messages while allowing other accepted messages; and

evaluating, based on the user's context, whether to present the accepted messages to the user or delay presentation of the accepted messages to the user.

20. A method as recited in claim 19, wherein the monitoring comprises at least one of:

monitoring a physical environment of the user;

monitoring a computing environment of the user;

monitoring a mental environment of the user; and

monitoring a data environment of the user.

21. A method as recited in claim 19, wherein the filtering comprises comparing contents of the messages to filter criteria in the one or more filters.

22. A method as recited in claim 19, wherein the messages contain metadata provided by a source of the messages, and the filtering comprises comparing the metadata to filter criteria in the one or more filters.

23. A method as recited in claim 19, wherein the filtering comprises:

parsing the messages to produce metadata; and

comparing the metadata to filter criteria in the one or more filters.

24. A method comprising:

collecting interest data from client computing devices that indicate types of messages in which users of the client computing devices might be interested;

receiving messages intended to be delivered to one or more of the users; and

determining which messages to send to which users based on the interest data collected from the client computing devices.

25. A method as recited in claim 24, wherein the interest data is derived at the client computing devices based on the user's context.

26. A method as recited in claim 24, wherein the interest data is derived at the client computing devices based on the user's preferences.

27. A method as recited in claim 24, further comprising distributing selected messages to the client computing devices of the users who are determined to be interested in the selected messages.

28. A computer comprising:

one or more sensors to detect environmental conditions of a user;

a receiver to receive messages;

a processing unit operatively coupled to the receiver and the one or more sensors; and

a software module that executes on the processing unit to select certain messages based on the user's environmental conditions.

29. A computer as recited in claim 28, wherein the sensors gather data pertaining to at least one of a physical environment of the user, a computing environment of the user, a mental environment of the user, and a data environment of the user.

30. A computer as recited in claim 28, further comprising multiple filters, and the software module is configured to choose a set of the filters according to the user's environmental conditions and to apply the set of filters to the messages.

31. A computer as recited in claim 30, further comprising multiple filters, and the software module is configured to choose a different set of filters in response to changes in the user's environmental conditions.

32. A computer as recited in claim 28, wherein the software module comprises:

a user's context module to ascertain a user's context from data representative of the user's environment; and

a characterization module to evaluate the messages based on the user's context to determine whether to reject the messages.

33. A computer as recited in claim 28, embodied as a wearable computer that can be worn by the user.

34. An architecture comprising:

one or more sensors to detect parameters describing a context of a user of a computing device; and

a filtering system configured to filter unsolicited messages received at the computing device based on the user's context.

35. An architecture as recited in claim 34, wherein the filtering system applies a composite of multiple filters to the unsolicited messages, each filter having a different set of criteria with which to evaluate the unsolicited messages.

36. An architecture as recited in claim 34, wherein the filtering system comprises:

a user's context module to ascertain a user's context from data representative of various conditions of the user's environment;

multiple filters; and

a characterization module to evaluate the messages based on the user's context and to apply a set of the filters to the messages.

37. A wearable computer comprising the architecture as recited in claim 34.

38. One or more computer-readable media storing computer-executable instructions that, when executed, direct a computer to:

ascertain a user's context from data representative of various conditions of the user's environment; and

filter unsolicited messages based on the user's context.

39. One or more computer-readable media as recited in claim 38, further storing computer-executable instructions that, when executed, direct a computer to compare the messages to criteria in a composite of multiple filters.

40. One or more computer-readable media as recited in claim 38, further storing computer-executable instructions that, when executed, direct a computer to parse the messages to produce metadata and to compare the metadata to filter criteria.

41. One or more computer-readable media as recited in claim 38, further storing computer-executable instructions that, when executed, direct a computer to filter the messages using a set of filters and to modify the set of filters in response to changes in the user's context.

42. One or more computer-readable media as recited in claim 38, further storing computer-executable instructions that, when executed, direct a computer to present messages that survive filtering.

43. One or more computer-readable media as recited in claim 38, further storing computer-executable instructions that, when executed, direct a computer to determine, based on the user's context, whether to present acceptable messages that survive filtering or store the acceptable messages for delayed presentation.

44. A system, comprising:

monitoring means for monitoring a computer user's context; and

filtering means for filtering unsolicited messages based on the user's context.

45. A system as recited in claim 44, wherein the monitoring means comprises means for gathering data representative of at least one of a physical environment of the computer user, a computing environment of the computer user, a mental environment of the computer user, and a data environment of the computer user.

46. A system as recited in claim 44, wherein the messages contain metadata provided by a source of the messages, and the filtering means comprises means for comparing the metadata to filter criteria.

47. A system as recited in claim 44, wherein the filtering means comprises:

parsing means for parsing the messages to produce metadata; and

comparator means for comparing the metadata to filter criteria.

48. A system as recited in claim 44, wherein the filtering means filters the messages with a set of one or more filters, further comprising means for modifying the set of one or more filters in response to changes in the computer user's context.

49. A system as recited in claim 44, further comprising presentation evaluation means for evaluating, based on the computer user's context, whether to present acceptable messages that survive the filtering means to the computer user.

50. A system comprising:

an interest module, resident at a client computing device, to define interest criteria specifying types of messages in which a user of the client computing device might be interested;

a message store, resident at a distribution entity remote from the client device, to store messages received from information sources;

an interest rule registry, resident at the distribution entity, to store the interest criteria associated with the client computing device; and

a match module, resident at the distribution entity, to identify users who might be interested in selected messages in the message store based on the interest criteria in the interest rule registry.

51. A system as recited in claim 50, wherein the interest module defines the interest criteria based on user preferences and the user's context.

52. A system as recited in claim 50, wherein the system certifies the messages that satisfy the interest criteria.

53. A method comprising:

monitoring a computer user's context;

receiving one or more groups of related information; and

determining whether a group of related information is appropriate for the user based on the computer user's context.

54. The method of claim 53 wherein the groups of information are each unsolicited advertisements.

55. The method of claim 53 including modeling the computer user's context based on the monitoring.

56. The method of claim 53 including presenting the group of related information to the user after it is determined to be appropriate for the user.

57. The method of claim 56 including, before the presenting, determining an appropriate manner of presenting the group of related information based on the computer user's context.

58. The method of claim 53 including determining whether to delay the presenting of the group of related information to the user.

59. The method of claim 53 wherein the determining of whether the group of related information is appropriate for the user based on the computer user's

context includes applying one or more filters to the group of related information that are selected based on the computer user's context.

60. A method comprising:

monitoring a computer user's context;

receiving an indication of game information that is to be presented to the user; and

presenting the indicated game information in such a manner as to reflect the monitored computer user's context.

61. The method of claim 60 wherein the computer user has an associated wearable computing device, and wherein the presenting of the indicated game information is performed using at least one output device of the wearable computing device.

62. The method of claim 60 wherein the presenting of the indicated game information in such a manner as to reflect the monitored computer user's context includes modifying the information that is presented based on the monitored computer user's context.

63. The method of claim 60 wherein the presented information includes monitored computer user's context information.

64. The method of claim 60 wherein the presenting of the indicated game information in such a manner as to reflect the monitored computer user's context includes modifying a manner in which the indicated game information is presented based on the monitored computer user's context.

65. The method of claim 60 including modifying functionality provided to the user based on the monitored computer user's context.

66. The method of claim 60 wherein the presenting of the indicated game information in such a manner as to reflect the monitored computer user's context includes presenting the indicated game information in a manner that is integrated with real world information that is perceived by the user.

67. The method of claim 60 including sharing monitored computer user's context information with other players of the game.

68. The method of claim 60 including sharing monitored computer user's context information with observers of the game.

69. The method of claim 60 including gathering monitored context information about other players of the game.

70. The method of claim 60 including receiving an indication from the user to generate a virtual device that can be triggered by a context of another player, and generating the indicated virtual device.

71. The method of claim 70 including presenting information to the user based on the triggering of the virtual device by another player.

72. A method comprising:

monitoring a computer user's context;

receiving an indication of real world information that is perceivable by the user; and

presenting to the user virtual information in a manner that is integrated with the real world information, the presenting based on the monitored computer user's context.

73. The method of claim 72 wherein the computer user has an associated wearable computing device, and wherein the presenting of the virtual information is performed using at least one output device of the wearable computing device.

74. The method of claim 72 wherein the virtual information includes monitored computer user's context information.

75. The method of claim 72 including modifying functionality provided to the user based on the monitored computer user's context.